Folio:

SPECIAL ANNIVERSARY ISSUE

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CELEBRATING 250 Years of Magazines

SPECIAL ANNIVERSARY ISSUE

March 1, 1991

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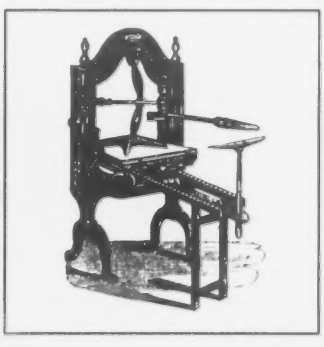

How can a network help our editors?
Does a scanner make sense for our photos?
Should we consider desktop publishing?
Why can't our in-house shop handle our work?
Where do we get good production editors?
How does Unix fit our operation?
Should we publish on optical disks?
What should we pay for a Mac setup?
Can we deliver our pages via fax publishing?
How should our product database be constructed?
Why do our PC pages cost more than type shop repro?
What kind of computer tools do editors need?
Should we create illustrations by computer?
How do we link publishing with CAD/CAM?
Can our publishing system also produce slides?
How do we plan our electronic copy flow?
How do we get out from under a nightmare installation?
What new production trends will affect our operation?
Should we outsource our comp and prepress work?
What's the best word processor for publishing?
How do we get started with electronic cameras?
What are pre-galleys, and how do we make them?
Where do I buy a local area network?
How competitive—and stable—are our suppliers?
How should we wire our intelligent building?
What are reasonable costing and pricing strategies?
How do we create a corporate Publishing Center?
What's Structured Query Language (SQL)?
Should we experiment with multimedia?
How can we sue our systems vendor...and win?
How much does a production manager make?
Why should we convert to PostScript?
Can smart binding help our ad sales?
How do we build an electronic forms strategy?
How should we interface to our prepress shop?
Why do we need in-house color proofing?
Who should run our production operation?
How do we establish an electronic morgue system?
Should we publish our catalog via hypermedia?
How can we add images to our on-line retrieval system?
Who's going to support all this stuff?
When should we consider desktop color scanning?
How do we package and sell our new software?
Will a spelling checker save us money?
How do we backup our network data?
What's the best pagination approach for our work?
What will the next generation of computers do?
Where do we go for training?
How much access security software do we need?
How can we fix our crashed disk?
What kind of laptops should our people get?
What should we know about buying PostScript repro?
What's the best implementation scheme for our system?
How can we cost-justify new technology?
How do we diagnose LAN problems?
Should our in-house shop sell type outside?
What do we need to know about laser imaging?
What's SGML, and do we need it?

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ABP The Audit Bureau MPA

That was then . . .

1914 was the ABC's first year, and *Woman's World* tops the complete 40-member list of charter members with just over two million circulation. (Magazines' circulation ranking is based on the earliest available audited figures for each.)

Title	Circulation	Single-copy price
Woman's World	2,040,525	5 ¢
*McCall's Magazine	1,254,576	5
*Cosmopolitan	993,100	15
Pictorial Review	986,645	15
Ladies' World	964,651	10
People's Home Journal	888,804	5
Home Life	866,428	5
Woman's Home Companion	794,837	15
Today's Magazine	766,370	5
Collier's Weekly	744,160	5
Needlecraft	713,197	5
Housewife	511,821	5
McClure's Magazine	480,123	15
Modern Priscilla	444,232	10
Youth Companion	418,492	5
American Magazine	381,070	15
Christian Herald	379,307	5
Leslie's Weekly	368,332	10
Munsey's Magazine	325,984	15
*Red Book	321,360	15
Metropolitan	317,763	15
System	140,013	20
World's Work	134,479	35
Physical Culture	111,465	15
Outlook	108,008	10
Scribner's Magazine	102,041	35
Current Opinion	75,948	25
Century Magazine	68,985	35
St. Nicholas	64,699	25
Independent	59,348	10
National Sportsman	50,730	15
Theatre Magazine	44,590	35
Southern Woman's Magazine	11,949	10
Canada Monthly	N/A	N/A
Country Life in America	N/A	N/A
Die Abendschule	N/A	N/A
Fra	N/A	N/A
*Philistine	N/A	N/A
*Sunset Magazine	N/A	N/A
Vogue	N/A	N/A

*Magazines still in existence today
N/A: Figures not available

Source: Audit Bureau of Circulations

. . . This is now

In 1990, a 22-million-circulation title tops the list of the ABC's 662 consumer magazine members. These are the top 40, ranked according to ABC circulation figures for the first six months of 1990.

Title	Circulation	Single-copy price
Modern Maturity	22,443,464	$ -- **
NRTA/AARP News Bulletin	22,105,308	-- **
Reader's Digest	16,396,919	1.89
TV Guide	15,837,064	.75
National Geographic	10,182,911	2.65
Better Homes & Gardens	8,002,895	1.75
Family Circle	5,159,147	1.09
Good Housekeeping	5,105,094	1.95
McCall's	5,011,473	1.75
Woman's Day	4,612,833	1.09
Time	4,256,604	2.50
Guideposts	4,131,548	.95
National Enquirer	4,019,187	.85
Redbook	3,947,106	1.95
Star	3,615,692	.79
Sports Illustrated	3,507,627	2.75
Playboy	3,436,471	4.00
Newsweek	3,227,522	2.50
People Weekly	3,176,166	1.95
Prevention	3,025,746	1.95
The American Legion Magazine	2,858,405	2.00
First for Women	2,764,667	1.25
Cosmopolitan	2,714,639	2.50
U.S. News & World Report	2,319,591	1.95
Smithsonian	2,295,985	2.50
Southern Living	2,295,241	2.50
Glamour	2,210,938	2.50
Field & Stream	2,006,253	1.95
Money	1,959,228	2.95
NEA Today	1,915,891	-- **
Motorland	1,902,234	.50
Ebony	1,887,595	2.00
Home & Away	1,882,064	1.00
V.F.W. Magazine	1,861,182	1.50
Popular Science	1,820,471	2.00
Seventeen	1,754,194	1.95
Parents Magazine	1,751,839	1.95
Country Living	1,750,187	2.50
Life	1,734,105	2.95
Penthouse	1,700,964	4.50

**Part of membership fee
Source: Audit Bureau of Circulations, "FAS-FAX Report," June 30, 1990